



Press Release

September 1, 2021

Computer Entertainment Supplier's Association

TOKYO GAME SHOW 2021 ONLINE

Announcing our official goods and unveiling of all new designs !

Don't miss our collaborated goods with PUMA to commemorate TGS's 25th anniversary, which will be on sale today on Amazon.co.jp!

Computer Entertainment Supplier's Association (CESA) (Chairman: Hideki Hayakawa) will offer official goods at the TOKYO GAME SHOW 2021 ONLINE (TGS2021 ONLINE). Collaborated goods with PUMA, the sports brand, will also be available to celebrate the 25th anniversary of TOKYO GAME SHOW this year! The TGS2021 ONLINE official goods will be available from today on Amazon special site. Collaborated items with PUMA will be on sale from September 30, but reservations start today. Be sure to check them out!

■Unveiling all designs for the official TGS goods for the first time in two years!

The official TGS2021 ONLINE goods feature a total of 10 different color variations of T-shirts and hoodies bearing our main visual created by Kukka, our new TGS logo, and this year's theme.

*The following items will be offered through "Merch by Amazon," an on-demand printing service provided by Amazon around the world. They will be sold not only in Japan, but also in the U.S., U.K., Germany, France, Italy and Spain.

① Main visual and TGS2021 ONLINE theme Design

These goods bear this year's TGS main visual designed by Kukka. Products with charming pop colors are designed in a wide range of motifs inspired from fashion, images of the latest games, to retro patterns.

□Main Visual Print T-Shirt in 5 colors: ¥2,800 (includes tax)



□Main Visual Print Hoodie in 5 colors: ¥4,800 (includes tax)

*Dark grey is available only outside of Japan.



② TGS2021 ONLINE logo Design

Our new TGS logo is printed on these goods to commemorate the 25th milestone of the TGS, designed with a stylish combination of various types of logos and colorful lines.

□TOKYO GAME SHOW 2021 T-Shirt in 5 colors: ¥2,600 (includes tax)



□TOKYO GAME SHOW 2021 Hoodie in 5 colors: ¥4,600(includes tax)

※Dark grey is available only outside of Japan.



③ “We’ ll always have games” Theme Design

The backside features stylish designs expressing the theme of this year’s TGS. Available in Japanese, English and Chinese versions.

□”We’ ll always have games” T-shirt in 3 languages, 5 colors: ¥2,600 (includes tax)

*The frontside design is the same for all three language versions.

<Japanese Version>



<English Version>



<Chinese Version>



□ "We'll always have games" Hoodie in 3 languages, 5 colors: ¥4,600 (includes tax)

*Dark grey is available only outside of Japan.

*The frontside design is the same for all three language versions.

<Japanese Version>



<English Version>



<Chinese Version>



■Collaborated items with the popular sports brand PUMA. A limited-edition design is created exclusively for TGS2021 ONLINE!

To commemorate the 25th anniversary of TGS, PUMA and TGS have collaborated on limited edition items! The specially designed PUMA cat graphic on the frontside is expressed as a polygonal design that suggest “e-Sports”. They will be on sale from September 30, but reservations start today.

*The following products will be delivered to 65 nations around the world, but please be sure to refer to the Amazon Global page (<https://www.amazon.co.jp/b/?ie=UTF8&node=3534638051>).

□TGS2021 ONLINE exclusive!

Puma ×TGS Collaboration T-shirt in 2 colors: ¥5,390 (includes tax)



Official goods for the first "TGSVR2021" will also be on sale for limited time only !

"TGSVR2021", established for the first time this year, will also offer goods available as part of the TGS2021 ONLINE official goods lineup. T-shirts and hoodies bearing the TGSVR2021 logo and VR letters arranged in 6 color variations are available.

*The following items will be offered through "Merch by Amazon," an on-demand printing service provided by Amazon around the world. They will be sold not only in Japan, but also in the U.S., U.K., Germany, France, Italy and Spain.

① TGSVR2021 logo design

These goods bear the logo for TGSVR2021, which is established for the first time this year.

□TGSVR2021 logo T-shirt in 3 colors: ¥2,600 (includes tax)





□TGSVR2021 Logo Hoodie in 1 color: ¥4,600 (includes tax)



② “V” and “R” design

These goods offer simple and stylish designs of the letters “V” and “R”.

□VR Design T-shirt in 3 colors: ¥2,600 (includes tax)



□VR Design Hoodie in 1 color: ¥4,600 (includes tax)



② “VR” in Katakana design

This unique design offer “VR” in heartwarming Japanese Katakana characters.

□VR in Japanese T-shirt in 3 colors: ¥2,600 (includes tax)



□VR in Japanese Hoodie in 1 color: ¥4,600 (includes tax)



■ TGS2021 ONLINE Official Goods Overview

TGS2021 ONLINE official goods are available Amazon special site.

For more information, please access (<https://amazon.co.jp/tgs-fashion>)

【Product Lineup】

TGS2021 ONLINE Official Goods

The following goods will be sold in Japan, the U.S., U.K., Germany, France, Italy, and Spain.

- T-shirt(Main visual design) 5 colors ¥2,800 (includes tax)
- T-Shirt(Logo design; Theme design) 5 colors ¥2,600 (includes tax)
*Sizes: Men (S~3XL)/Women(WM~WL)

- Hoodie(Main visual design) 5 colors ¥4,800 (includes tax)
- Hoodie(Logo design; Theme design) 5 colors ¥4,600 (includes tax)
*Sizes: Unisex (S-2XL)
*Dark grey is available only outside of Japan.

PUMA Collaborated Goods

The following products will be delivered to 65 nations around the world, but please be sure to refer to the Amazon Global page

(<https://www.amazon.co.jp/b/?ie=UTF8&node=3534638051>).

- T-shirt 2 colors ¥5,390 (includes tax)
*Sizes: S~2XL

TGSVR2021 Official Goods

The following goods will be sold in Japan, the U.S., U.K., Germany, France, Italy, and Spain.

- T-Shirt 3 colors ¥2,600 (includes tax)
*Sizes: Men(S~3XL)/Women(WM~WL)

- Hoodie 1 color ¥4,600 (includes tax)
*Sizes: Unisex (S-2XL)

【Merch by Amazon】

Merch by Amazon is an on-demand service that allows creators of brands and artwork to upload their original work. Amazon prints them on products and deliver them to customers. Creators are not required to bear any costs such as upfront costs, investments and system usage fees, as well as controlling any inventory. They can sell their work not only in Japan, but also on Amazon sites overseas (currently seven sites in the U.S. and other countries). For more information, please visit the Merch by Amazon page (<http://merch.amazon.com/?language=ja JP>).

■「TOKYO GAME SHOW 2021 ONLINE」 Overview

Title: TOKYO GAME SHOW 2021 ONLINE
Website: <https://tgs.cesa.or.jp/>
Sponsor: Computer Entertainment Supplier's Association (CESA)
Co-Sponsor: Nikkei Business Publications, Inc. and DENTSU, INC.
Support : Ministry of Economy, Trade and Industry (scheduled)
Period : September 30 (Thu) ~October 3 (Sun)

*Online business negotiations will commence September 29 (Wed).

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